



Los Angeles County
Office of Small Business
Procurement Technical Assistance Center

SMART MARKETING:
**SELLING PRODUCTS AND SERVICES
TO GOVERNMENT AGENCIES**

March 7, 2012
NASA/JPL 24th Annual High Tech Conference
LAX Westin Hotel

L.A. County Office of Small Business-PTAC

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Government Awards and Contracts: Roadmap To Success

Research

- Process, opportunities, agency contacts, certifications/benefits!

Register

- Agency databases - many!

Respond

- Notices: RFPs, IFBs, RFQs, and RFIs

Relationships

- Network! Market yourself at vendor fairs, workshops, pre-bid meetings

Research your customer *and your competitors*

- ⦿ Which agency is the best target for your product or service? Why?
- ⦿ How do they buy? What are their method(s)?
- ⦿ When is the next bid? Forecasts?
- ⦿ Who are the current contractors and suppliers? Past contracts, pricing?
- ⦿ What certifications are recognized by the agency? Is certification necessary?

Small Business Certification

- ◎ ***Cities, Counties, Utilities***

- Check with each agency

- ◎ ***Los Angeles County***

- LSBE
- CBE

- ◎ ***State of CA - DGS***

- SBE
- Disabled Veteran

- ◎ ***Federal***

- SB, SB, Veteran, Svc-Disabled Veteran
- 8a, HUBZone, Woman

Register your business with your target customers & check bid sites

- ◎ CCR ccr.gov
Dynamic Small Business Search too!
- ◎ ORCA orca.bpn.gov
- ◎ FedBizOpps fbo.gov
- ◎ State of California dgs.ca.gov
- ◎ Los Angeles County osb.lacounty.gov
- ◎ Cities, School Districts, Municipalities, Utilities

Each agency has its own database!

What Do Government Agencies Buy?

Automobiles and Supplies

Custodial Services

Construction Related Products/Services
Products/Services

Energy

Hospital Equipment and Supplies

Food

Computer Equipment and Supplies

Consulting Services

Information Technology Services

Office products

Landscaping Material and Services

Furniture

Correctional Facility Equipment/Supplies

Office products

Respond – the lowest responsible, responsive bidder gets the bid

- ⦿ Go for the opportunities - Check agency “open bids” websites regularly
- ⦿ Read and review the solicitation carefully
- ⦿ Attend bid meetings, job walk-throughs
- ⦿ Be competitive, punctual, patient and thorough
- ⦿ ***Follow-up is just as important.*** Ask for debrief!
How to do better next time?

Relationships – *get out there & network!*

- ◎ Trade Associations – Chambers of Commerce – Economic Development
- ◎ Events/Trade Shows
 - JPL High Tech Conference – March
 - Navy Gold Coast – August
 - Calif Construction (CalCon) Expo – August

Check LA County website training calendar

osb.lacounty.gov